

HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

2022

Vendor Media Kit

For Advertising and Sponsorship questions, contact our HBMA sales manager:
Sara Nofziger-Drew at SNofziger-Drew@healthpromedical.com

What Are Members Looking For?

The healthcare industry is generally slow to adopt new technologies and processes. With your help, our members stay agile in this ever-changing industry.

HBMA members are constantly seeking ways to improve their efficiency, productivity, technical, and operating skills in an effort to serve and anticipate their clients' needs and to extend their outreach.

HBMA members represent nearly 80% of claims submitted by third-party medical billing companies on behalf of providers.

Reach Your Target Audience Here

HBMA connects your products and/or services to healthcare business management professionals serving a wide range of medical specialties that includes:

- Anesthesiology
- Cardiology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- OB-GYN
- Orthopedic Surgery
- Pathology
- Pediatrics
- Radiology

2022 Year-Round Supporter Package

Current Vendor Member Package*

- 1 HBMA Branded Webinar
- 3 Email Blasts to Membership
- 1 HBMA Sponsored Content Package on HBMA website
- **\$6,000**

** Membership dues not included. See HBMA website for a list of Vendor Member dues tiers.*

Ala Carte/Customized Packages

Have a marketing strategy in mind? Customized packages can be built to help you reach your goals! Whether it be brand recognition, thought-leadership, or lead generation, HBMA can help, inquire today!

HBMA Advertising (CONTINUED)

EMAIL BROADCASTS

\$750 per use

Send your business message electronically to a captive audience of all HBMA members.

Requirements: Place your ad in the body of an email and send it to HBMA for approval by the HBMA Office. After approval, date selection for the one-time dissemination to the membership will be placed on the HBMA communications calendar.

Website Sponsored Content Package

\$1,000 per submission

Write a article that will live on the HBMA Website under the resources page for one year. Article can be up too 1,000 words and content is subject to HBMA Approval.

BRANDED WEBINAR

\$3,500 per webinar

Webinars are offered throughout the year to HBMA members. Your company logo will appear on promotional email announcements and on slides during the presentation. Your company name will also be announced during the presentation.

WEBSITE BANNER AD

\$7,500

Your promotional banner ad with company logo will be displayed on the HBMA website for one year.

Requirements: Dimensions: 266 x 133 pixels. File Types: .jpg, .gif, or .png. No flash ads will be accepted. Please provide a link to your site, either the home page or a specific landing page.

WASHINGTON REPORT BANNER

\$750 per issue

The Washington Report is a monthly digital publication from the Director of Government Relations highlighting the various legislative and regulatory changes each month.

HOSTED WEBINAR

\$5,000 per webinar

HBMA will host a webinar with your content and promote to HBMA members. Content has to be educational and approved by HBMA. Names and email addresses of attendee will be provided after.

Limit 8 per year